



# BTEP & Partners' News Flash

## Strategic Plan Update

Since July, 2007, the Bureau of Tobacco Education and Prevention (ADHS BTEP) has been engaging stakeholders at the local, state, and national levels to create a national model of effective tobacco control. The process has been informed by a wide range of input, including 35 community forums, 28 focus groups, an extensive review of the literature including new “best practice” reports from CDC and the Institute of Medicine, and discussions with key national partners, including other state tobacco control programs and the American Legacy Foundation. The wide range of information and ideas obtained in this process has been shared with the Tobacco Revenue, Use, Spending and Tracking (TRUST) Commission, and entrusted to a thirty-member statewide work group that has convened for five days of deliberations over the past several months.

The Arizona Strategic Plan for Tobacco Education & Prevention, which will be finalized in the next few weeks, will have several components, including:

- Overview of the Evidence Base (data from Arizona and national research and evaluations reports that guided decision-making in the planning process);
- Findings from the Community Forums and Focus Groups (data obtained by On-The-Mark and Riester, respectively); and
- Action Plan – A Commitment to Results (delineation of all goals and objectives into evidence-based or “emerging best practice” methodologies, including program and funding priorities, and defined areas of responsibility).

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## NCTOH 2009 Update

We are beginning to put things in motion for the National Conference on Tobacco or Health to be held in Phoenix in June of 2009. This month a delegation from Danya International (the company CDC and NCI contract with to produce NCTOH) will be visiting Arizona and we have meetings set up with many statewide Partners during their visit. Also we have formed a small but mighty sponsorship committee – which will be expanded in the near future – to begin developing sponsorship support for NCTOH 2009. A corporate sponsorship kick-off will be held Feb. 26 (by invitation only) so we can begin generating leads. A big kick-off event that will include all organizations that will play a role in the success of NCTOH 2009 will be held this spring... date and time to be determined.

## Upcoming Partner Meeting

ADHS BTEP will be hosting a quarterly Partners Meeting on March 5, 2008 at the Thunderbird School of Global Management from 1:00 p.m. to 4:00 p.m. ADHS Director Susan Gerard, Assistant Director Jeanette Shea Ramirez, TRUST Commission Chair Bill Pfeifer, and ADHS Bureau Chief Wayne Tormala will provide details of the new Strategic Plan's **Action Plan – Commitment to Results** during this afternoon meeting.

In addition, this will be an opportunity for all Partners to meet new ADHS BTEP Operations Director, Karen Boswell. She will be providing a workshop about writing responses to Requests for Proposals (RFPs) and Request for Grant Applications (RF-GAs), and will discuss how intergovernmental agreements are processed through ADHS BTEP and ADHS' and the State's Procurement Offices.

Contact Todd Pearce at 602-364-0837 or [pearcet@azdhs.gov](mailto:pearcet@azdhs.gov) for directions to the meeting...

### ADHS BTEP Partner Meeting

Wednesday, March 5, 2008

1:00-4:00 p.m.

Thunderbird School of Global Management

15249 North 59th Avenue

Glendale, Arizona 85306

[www.thunderbird.edu](http://www.thunderbird.edu)

February 22, 2008

*(Strategic Plan Update continued)*

The plan, including the evidence base and community forum and focus group findings will be available online at [www.betobaccofree.org](http://www.betobaccofree.org) in the weeks ahead.

### **The Core of the Strategic Plan**

At the core of the plan, eight goals have been identified to provide the overall direction for creating a statewide network that will reduce commercial tobacco use in Arizona.

### **Vision: We envision a Smoke-Free Arizona!**

**Mission:** “To build an integrated network of individuals, organizations, and communities to reduce the impact of commercial tobacco abuse in Arizona.”

### **Major Goals:**

- ✓ Reduce Initiation of Tobacco Use among Youth
- ✓ Eliminate Exposure to Secondhand Smoke
- ✓ Promote Cessation among Youth and Adults to Help Smokers Quit
- ✓ Identify and Eliminate Tobacco Related Disparities in Specific Population Groups
- ✓ Assist in the Prevention and Early Detection of the Four Leading Tobacco-Related Causes of Death in Arizona
- ✓ Develop and Implement a Comprehensive Tobacco Control Communications Plan
- ✓ Conduct Surveillance and Evaluation
- ✓ Advance Policies that Reduce the Impact of Commercial Tobacco Use

## **ADHS BTEP Named ADHS' Prevention Services Team of the Year**

On Valentine's Day ADHS BTEP received a very sweet surprise. The ADHS BTEP team was named the Prevention Services Team of the Year. \* ADHS Assistant Director Jeanette Shea Ramirez presented the award and cited ADHS BTEP's new direction, new leadership and positive team attitude as reasons the team was chosen for the honor.

In addition, ADHS BTEP Marketing Director Mary Ehlert was named the ADHS Prevention Services Employee of the Year. Assistant Director Jeanette Shea Ramirez and Bureau Chief Wayne Tormala presented the award recognizing Mary's role in the revitalization of the tobacco program and her positive attitude, inclusive leadership, and sense of humor that are cornerstones of good morale in the ADHS BTEP office.

\*Awards are given out semi-annually by ADHS' Employee Recognition Council, so Semi-Annual Team of the Year is the official Award designation.



Left to right: Verna, Anne, Ben, Gowri, Gita, Danae, Wayne, Byron, Mary, Robbi, Todd, Claudia, Leslie, Sue, Karen (not pictured)



Mary Ehlert  
ADHS BTEP  
Marketing Director

## **SAVE THE DATE**

Tuesday, April 8, 2008

First Annual People of Color Building  
Tobacco Free Communities Conference

More details at  
[www.betobaccofree.org](http://www.betobaccofree.org)

February 22, 2008